

THE REVIEW

Vol. XXXV—No. 8

January 30, 1941



**There's Plenty of News
and It's All Good!**

*G-B Happy Warriors Are
Making History!*

ONE time a naturalist inserted a clear glass partition in a aquarium with a black bass on one side and minnows on the other. For three days the bass charged at the minnows but got only bruises when he hit the glass partition. Then the glass was removed and the minnows swam all around the bass without being bothered, because the bass had been thoroughly sold on the idea that business was bad.

MORAL—Take another shot at the glass partition maybe it isn't there any more.

(Thanks to Marvin Mitchell)

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, JANUARY 30, 1941

No. 8

ONE DOWN -- ELEVEN TO GO

Let's Continue to Fight With Our Heads, Hands and Hearts

Five straight weeks of outstanding performance and achievement. And the fifth week relatively better than the previous three. Congratulations; you're doing fine. Keep up the good work and hit the line hard in February.

I think you and I know that to be successful in any selling endeavor we must be in love with our work and the basic tools of selling are your Head, your Hands and your Heart. It has been said that Knowledge Is Power but knowledge without its application through your hands, and knowledge and application without your heart in your work will not make you a success. That which flows from a salesman's heart into his hands and head energizes both of those essential selling tools.

Give me my choice between the Oxford graduate with a weak selling heart and another who can hardly speak the English language but who has courage and the desire to acquire the art of selling, with a fighting heart, and I would

THE EARLY BIRDS OF 1941

Standing at End of Fifth Week, January Twenty-Fifth

SENIORS

- | | |
|-------------------|----------------------|
| 1. MITCHELL | 16. LAING |
| 2. EARL | 17. MOSS |
| 3. HARTMAN, J. C. | 18. HIGGINS |
| 4. CHAMBERLAIN | 19. PERRY |
| 5. SIEGEL | 20. MORRISSEY, D. M. |
| 6. HIMELHOCH | 21. HODSON |
| 7. KEBOCH | 22. RICKER |
| 8. CLAYTON | 23. McWILLIAMS, A. |
| 9. KERSEY | 24. OLSON |
| 10. BERCOVIT | 25. MELCHER |
| 11. MRS. PETERSON | 26. BOND |
| 12. HAYNES | 27. THURN |
| 13. LIPFORD | 28. SOHN |
| 14. STEVENSON | 29. KASPER |
| 15. VORES | 30. KELTNER |

JUNIORS

1. EVANS
2. ADAMS, S. E.
3. PHILLIPS, JASPER
4. GILMORE
5. WAITE

THERE'S PLENTY OF NEWS AND ALL OF IT'S GOOD

Yes, there's lots of good cheer in your daily reports and once more we're compelled to pass up hundreds of fine orders for lack of time and space.

Perc Earl with more than \$1,500 in five orders, E. A. Gilmore with a \$1200 sale, Harry Etter with \$1000, Otto Noell with \$900, Leo Himelhoch with several nice ones for \$1000 and A. A. Muldrew with nearly as much are only a few of those hard-hitting salesmen who deserve all the honor and glory we can possibly give them, but we've heard the call from the factory, telling us it's time for putting REVIEW to bed, and so all we can do is to briefly tabulate just a few of those that run above \$100.

There are hundreds of fine sales that come just short of the \$100 mark, but you'll have to accept this word of appreciation as it's all we can give you before going to press.

Salesman	State	Line of Business	Subject	Amount
P. C. EARL,	New York	Grain Dealer	The Guiding Hand	\$836
P. C. EARL,	New York	Brewers Supplies	Joy of Living	327
P. C. EARL,	New York	Mercantile Company	Scenes of My Childhood	186
P. C. EARL,	New York	Mercantile Company	The First Snowfall	HG 101
P. C. EARL,	New York	Mercantile Company	Clipper Ship Surprise	120
E. A. GILMORE,	Oklahoma	Iron Foundry	Erbit Girl in R7	1200
J. H. ETTER,	Nevada	Creamery	My Bonnie	340
J. H. ETTER,	California	Lumber	The Light of Her Eyes	287
J. H. ETTER,	Nevada	Furniture	Peace and Happiness	164
O. O. NOELL,	Kansas	Insurance	Special	895
L. L. HIMELHOCH,	Mich.	Insurance	Proud Mothers	656
A. A. MULDREW,	Kansas	Insurance	I See by the Papers	682
E. V. HARRIS,	N. C.	Druggist	Bluebird Family	631
L. H. MOSS,	North Carolina	Funeral Home	Religious Calendars	547
J. C. HARTMAN,	Kansas	Oil Burner Mfgr.	I See by the Papers	498
MRS. F. PETERSON,	Ohio	Bakery	Be Sure You Are Right	568
CHAS. CLAYTON,	Penna.	Optical Supplies	Playmates series	419
MARVIN MITCHELL,	Ill.	Funeral Home	Religious Calendars	308
ISIDOR SIEGEL,	New York	Printer	Kiddies, Inc. series	215
S. E. HAYNES,	Texas	Furniture	Bluebird Family	562
A. F. RICHIE,	Tenn.	Savings and Loan	Spirit of America	409
CHAS. CLAYTON,	Penna.	Textile Mfgr.	Playmates series	458
H. F. GROTTTE,	Texas	Spring Mfgr.	Business Calendars	270
P. H. CALDWELL		Coffee Roaster	Polly and Her Pal	384
K. MELCHER,	Wisconsin	Lumber	Come Back Here	380
MRS. F. PETERSON,	Ohio	Funeral Home	Religious Calendars	333
F. M. STEVENSON,	Oregon	Funeral Home	Rainbow Fishing Fleet	330
T. A. PERROTT,	N. J.	Funeral Home	Religious Calendars	302
GEO. R. LONG,	Maryland	Grain	Proud Mothers	141
G. ROBT. FALLS,	Indiana	Beauty Salon Supplies	The Light of Her Eyes	263
CHAS. CLAYTON,	Penna.	Funeral Service	Be Sure You Are Right	117

ONE-TRIP PLUMBERS

Sold by Walt Olson on "Light of Her Eyes" to a Plumber

WE HAVE JUST DELIVERED GOOD COAL TO YOUR NEIGHBOR, SHE LIKES
OUR COAL AND OUR SERVICE — WE WOULD LIKE TO SERVE YOU

Sold by J. B. Whitton on Bluebird Blotters to a Coal Dealer

Salesman	State	Line of Business	Subject	Amount
G. B. CORRIGAN, Md.		Funeral Home	Religious Calendars	\$145
THOS. F. ORVIS		Auto Service	I See by the Papers	100
P. M. WINTER, Penna.		Grain	Hold Everything	120
J. B. WHITTON, Georgia		Laundry	My Diary No. 5-A	105
H. W. TIMOTHY, Oregon		Real Estate	Clipper Ship Surprise	105
E. B. SIERER, Washington		Cartage	Down on the Farm	146
L. L. HIMELHOCH, Mich.		Funeral Home	Desk Pads	100
L. L. HIMELHOCH, Mich.		Funeral Home	Houghton Mill	116
CLIFFORD HIGGINS, Minn.		Auto Supplies	Steady	108
CLIFFORD HIGGINS, Minn.		Laundry	Forever Yours	168
W. H. MADDOX, S. C.		Furniture	Spirit of America	164
J. C. HARTMAN, Kansas		Bank	I See by the Papers	110
H. J. KERSEY, Penna.		Packing Company	Business Calendars	213
C. W. FISK, California		Studebaker	Spirit of America	106
J. E. GILROY, Michigan		Insurance	Business Calendars	220
W. H. MADDOX, S. C.		Elks Lodge	All-American	262
W. H. MADDOX, S. C.		Bank	Freedom For All	131
W. H. MADDOX, S. C.		Bank	Religious Calendars	222
L. H. MOSS, North Carolina		Funeral Directors	I See by the Papers	110
H. F. GROTT, Texas		Bank	Houghton Mill	100
G. B. CORRIGAN, D. C.		Dry Cleaners	My Bonnie	107
A. A. BENDER, Ohio		Lumber	My Blue Heaven	100
R. S. OSBURN, Illinois		Manufacturer	Peekaboo	197
F. A. BRITTON, Mass.		Tool Supplies	Playmates series	197
BEN BERCOVIT, Penna.		Dairy	My Diary No. 5	225
F. W. BELL, Michigan		Funeral Home	My Bonnie	112
L. L. LEVIN, Utah		Storage	I See by the Papers	142
T. O. MERCHANT, Nebr.		Hospital	Assorted Ship Pictures	115
H. F. RICKER, Mass.		Bank	Peace and Happiness	122
F. R. RAITZ, Ohio		Caskets	I See by the Papers	120
P. M. WINTER, Penna.		Business College	Famous Garden series	100
H. W. TIMOTHY, Calif.		Provisions	Proud Mothers	111
CRAIG SOHN, Ohio		Storage	Playmates series	135
A. H. OSCHMANN, Indiana		Automotive	Playmates series	125
H. F. GROTT, Texas		Funeral Home	In Remembrance No. 2	106
T. L. DALLAS, Texas		Plumbing Supplies	Houghton Mill	204
JOE HENDERSON, Ala.		Auto Dealer	Spirit of America	116
CHAS. CLAYTON, Pa.		Machines	Scenes of My Childhood	240
A. A. BENDER, Ohio		Plumbing Supplies	Playmates series	216
B. W. ALEXANDER, Mo.		Sausage	Rah Rah Rah	266
G. D. KETCHAM, Indiana		Motor Express	Be Sure You Are Right	154
G. D. KETCHAM, Indiana		Lumber	Steady	222
G. D. KETCHAM, Indiana		Lumber	Steady	108
S. A. HODSON, Michigan		Lumber	The Guiding Hand	100
W. E. GIBSON, Penna.		Petroleum	Steady	130
T. L. DALLAS, Texas		Plumbing Supplies	Houghton Mill	242
A. F. COOPER, Illinois		Bank	Business Calendars	124

THE LITTLE STORE WITH BIG SERVICE

Sold by H. R. Messick on Will Rogers Ger-Bars to a Hardware Dealer

SMILE AT THE WEATHER—WE CHANGE IT
Sold by Marvin Mitchell on "My Blue Heaven" to a
Heating Contractor

Salesman	State	Line of Business	Subject	Amount
C. W. FISK	California	Studebaker	Spirit of America	\$142
J. M. WIGLEY	Alabama	Coal	I See by the Papers	253
L. G. TERRY	Georgia	Ambulance Service	He Made World Laugh	149
J. P. ROBINSON	Illinois	Kiddieland	Spanky	200
H. F. RICKER	Mass.	Plumbing Material	The Joy of Living	137
E. L. PHILLIPS	Minn.	Automobile Dealer	The Joy of Living	112
D. M. MORRISSEY		Funeral Home	Religious Calendars	119
MRS. F. PETERSON		Metal Works	Pencils	142
R. S. PERRY	New Jersey	Welding	Playmates series	166
T. O. MERCHANT	Nebr.	Farm Supplies	Houghton Mill	144
K. MELCHER	Wisconsin	Hotel	Pens and Pencils	100
L. C. TROCKSELL	Calif.	Metal Works	Come Back Here	171
A. H. STREETER	Conn.	Contractor	Autumn Rhapsody	102
ISIDOR SIEGEL	N. Y.	Bank	Spanky's Safety School	125
W. H. MADDOX	S. C.	Bank	Paragon	175
A. McWILLIAMS	Virginia	Cold Storage	Down on the Farm	110
GEO. R. LONG	Virginia	Produce	My Bonnie	118
GEO. R. LONG	Maryland	Lumber	Peace and Happiness	124
J. R. LAING	Illinois	Trucking	Pencils	180
J. H. SANDERS	Missouri	Sash and Door Mfgr.	Houghton Mill	142
MRS. F. PETERSON	Ohio	Funeral Home	"In Memoriam" Books	106
O. O. NOELL	Kansas	Druggist	Religious Calendars	122
J. C. HARTMAN	Kansas	Investment Company	Business Calendars	134
L. L. LEVIN	Utah	Savings and Loan	Scenes of My Childhood	101
A. H. LAUN	Wisconsin	Paint and Glass	Spanky's Safety School	118
H. F. GROTE	Texas	Motor Parts	Brainy Bows Wows	169
J. E. GILROY	Indiana	Savings and Loan	Scenes of My Childhood	113
F. W. BELL	Michigan	Funeral Home	Houghton Mill	100
W. E. GIBSON	Penna.	Insurance Agency	Houghton Mill	111
S. C. WHALEN	Penna.	Beverages	Springtime	100
K. MELCHER	Wisconsin	Cartage	I See by the Papers	100
CLYDE ESTES	Arkansas	Hardware	Christ in Gethsemane	100
L. T. SAGE	California	Bank	Rainbow Fishing Fleet	100
S. E. HAYNES	Texas	Auto Supplies	Spirit of America	100
C. I. CHAMBERLAIN	N. Y.	City Cab	Rah Rah Rah	100
J. R. LAING	Illinois	Warehouse	Business Calendars	100
ISIDOR SIEGEL	N. Y.	Laundry	My Bonnie	100
C. I. CHAMBERLAIN	Pa.	Coal	The Joy of Living	100
BEN BERCOVIT	Penna.	Auto Repairs	Peekaboo	100
J. B. KASPER	Penna.	Belting	Business Calendars	100
MARVIN MITCHELL	Ill.	Real Estate	Modern Homes series	100
W. L. McNERNEY	Calif.	Cattle	I See by the Papers	297
F. L. ZIMMERMAN	Ohio	Funeral Home	He Made World Better	256
GEO. D. WOLFE	Penna.	Cleaners and Dyers	Bluebird Family	100
J. R. LAING	Illinois	Bottlers	Rah Rah Rah	185

TO AMERICAN WOMANHOOD—OUR SERVICE IS DEDICATED TO THE
WOMEN OF OUR COMMUNITY WITH THE HOPE THAT IT MAY BRING
THEM MORE TIME FOR THE JOY OF LIVING

Sold by Harry Timothy on "My Blue Heaven" to a Laundry

YOUR HOME SHOULD COME FIRST
Sold by Miss Melcher on "Here Peace and Happiness Abide"
to a Paint Dealer

Salesman	State	Line of Business	Subject	Amount
C. P. COOK, Maine	Brick	Spirit of America	\$101
L. T. BYRNE, New York	Funeral Director	Feller's Got a Friend	126
K. MELCHER, Wisconsin	Lumber	Freedom For All	112
R. A. McCUNE, Maryland	Bakery	Bluebird Family	182
R. H. LIPFORD, Virginia	Bank	Spanky's Safety School	145
H. J. KERSEY, Penna.	Printers	Special	371
W. F. DUNLAP, Georgia	Auto Bodies	Family of Champions	130
CHAS. CLAYTON, Penna.	Insurance	My Blue Heaven	160
F. L. ZIMMERMAN, Ohio	Bank	Business Calendars	101
E. B. SIERER, Washington	Fuel	Houghton Mill	104
L. T. SAGE, California	Insurance	Spanky's Safety Patrol	136
E. P. PITTMAN, N. M.	Coal	I See by the Papers	117
E. KELTNER, Illinois	Grain and Coal	Joy of Living	124
R. A. McCUNE, Maryland	Produce	Come Back Here	122
ISIDOR SIEGEL, N. Y.	Lumber	Joy of Living	263
J. A. FIELD, New York	Electrical Supplies	Houghton Mill	120
W. EGGLESTON, N. Y.	Hardware	Joy of Living	100
TOM ORVIS, Ohio	Funeral Home	Scenes of My Childhood	101
MRS. PETERSON, Ohio	Auto Sales	My Blue Heaven	112
C. CHAMBERLAIN, Penna.	Funeral Home	Pencils	150
H. J. KERSEY, Penna.	Hotel	Greetings	100
A. W. THURN, Wisconsin	Laundry and Cleaners	My Blue Heaven	135
G. R. LONG, Virginia	Produce	Guiding Hand	200
J. M. WIGLEY, Alabama	Funeral Service	Metal Calendars	232
M. C. ECKLAND, Michigan	Coal Dealer	Priceless Heritage	151
L. H. MOSS, North Carolina	Furniture Store	Guiding Hand	100
L. B. NOBLES, Texas	Transfer and Storage	Will Rogers	119
J. P. ROBINSON, Illinois	Doctor	Spanky Patrol	121
W. E. GIBSON, Penna.	Insurance Agency	Autumn Rhapsody	104
BEN BERCOVIT, Penna.	Real Estate, Insurance	My Bonnie	123

THANKS FOR YOUR PATRONAGE
WE ENJOYED SERVING YOU AND INVITE YOU TO COME AGAIN
Sold by Tom Merchant on Bluebird Post Cards as Bundle Inserts

PLEASE CORRECT THE UNIT PRICE ON SPANKY BILLBOARDS

If you will refer to Page 31 of Section 1 of your price book, you will find that the per-piece or unit price of Spanky Safety Billboards—R4S and R5S is given as \$1.30 each in quantity of 25 pieces.

Kindly change the per-piece price to \$1.34 each instead of \$1.30. Please change this price in your book now while you think of it.

\$1,000 CLUB

END OF FIFTH WEEK

*FRED W. BELL	J. R. LAING
**BENJAMIN BERCOVIT	**R. H. LIPFORD
****C. I. CHAMBERLAIN	A. McWILLIAMS
****CHARLES CLAYTON	*RUDY MADDOX
A. F. COOPER	GEO. H. MALONEY
****P. C. EARL	KATHERINE MELCHER
*J. H. ETTER	E. E. MEYER
HARRY D. EVANS	****M. G. MITCHELL
G. ROBT. FALLS	D. M. MORRISSEY
J. O. GAMMELL	**L. H. MOSS
E. H. GERRISH	A. A. MULDREW
W. E. GIBSON	OTTO NOELL
E. A. GILMORE	*R. S. OSBURN
***H. F. GROTTÉ	**R. S. PERRY
AMASA HARTMAN	**FANNIE PETERSON
***J. C. HARTMAN	FRANK R. RAITZ
***SAM E. HAYNES	*H. F. RICKER
JOE HENDERSON	DOC SAGE
*WM. C. HERRMANN	J. M. SAUNDERS
CLIFFORD HIGGINS	L. R. SHEPARD
****LEO L. HIMELHOCH	*ISIDOR SIEGEL
*SIDNEY A. HODSON	*E. B. SIERER
J. B. KASPER	*CRAIG SOHN
*P. H. KEBOCH	*F. M. STEVENSON
EUGENE KELTNER	ESTELLE P. THOMPSON
*H. J. KERSEY	A. W. VORES
MRS. A. C. JAHL	S. C. WHALEN

* Indicates Additional Victory Weeks.

YOU GOTTA KEE

During my early lifetime there was always a cake of SAPOLIO in the house for scouring purposes; always a cake of WOOL SOAP for washing woolens and silks; always a cake of PEAR SOAP or PHYSICIANS & SURGEONS CASTLE for use in the bathroom. In the laundry, PYLE'S PEARLINE was a necessity, while in the way of a dentifrice we, of course, used SOZODONT. PACKER'S TAR SOAP was the leading shampoo.

As a breakfast cereal two favorites were H-O and FORCE. And, of course, about the only crackers anybody ever heard of were KENNEDY'S ZEPHYRETTES. SETH THOMAS CLOCKS were famous for their dependability and the two leading fountain pens were WATERMAN'S and CONKLIN'S. The first cigaret I ever smoked was a SWEET CAPORAL, but I later switched to TURKISH TROPHIES. In the way of smoking tobaccos, the best sellers were BULL DURHAM and DUKE'S MIXTURE.

These were the products you found advertised in HARPER'S WEEKLY, LESLIE'S WEEKLY, MUNSEY'S and McCLURE'S. Other leading advertisers of that day were BEARDSLEY'S SHREDDED CODFISH, BURNETT'S EXTRACTS, CHOCOLAT-MENIER, CLEVELAND BAKING POWDER, COTTOLENE SHORTENING, DE LONG HOOK & EYE, EPP'S COCOA, GARLAND STOVES, HAMMOND TYPEWRITER, HARTSHORN'S SHADE ROLLERS, HOFFMAN HOUSE CIGARS, HUNYADI JANOS, IVES & POND PIANO, LIEBEG'S EXTRACT OF BEEF, LUND-

BORG'S PERFUMES, POND'S EXTENDING RISING SUN STOVE POLISH, SENEZOROSIS SHOES, SUNLIGHT SOAP, WHITE LABEL SOUPS.

How many of these great products you familiar with today? If you have children, ask them how many THEY know by name. Yet—in the early part of this century—these products were famous all over America.

It is true that a few of these products are still made and still advertised but no longer DOMINATE their field. On the contrary many other products that came back to the eighties and nineties are as well known TODAY as they were then. In fact, because they never ceased to advertise persistently, they managed not only to keep THEIR OWN among new competitors, but actually continued to DOMINATE their field.

Here are a few of these: ARMS & SONS BEEF EXTRACT, CASTORIA, DIAMOND DYES, DIXON'S PENCILS, EDWARDS MIMEOGRAPH, ELGIN WATCHES, HEINZ'S BAKED BEANS, HIRES' BEER, IVORY SOAP, DR. LEE'S TOOTHPOWDER, MENNEN'S TALLMANS POWDER, MUNSING UNDERWEAR, MURPHY VARNISH, POSTUM CEREAL, QUAKER OATS, REMINGTON TYPEWRITER, ROGERS 1847 SILVERWARE, STEINWAY PIANO, VAN CAULFIELD SOUPS, WALTHAM WATCHES, WILSON'S CHOCOLATES, WILLIAMS' SHAVING SOAP, WINCHESTER AMMUNITION and many others.

ON ADVERTISING

Because these products have kept right on advertising they are as well known to the present generation as those of the first group were known to their parents and grandparents. The only difference is that instead of seeing them advertised in HARPER'S WEEKLY and LESLIE'S WEEKLY, you now see them advertised in LIFE, COLLIER'S and LIBERTY. Instead of seeing them advertised in MURPHY'S and McCLURE'S, you see them advertised in COSMOPOLITAN and the AMERICAN.

Of course, in some cases, other factors than curtailed advertising brought about the disappearance or eclipse of the big public favorites of thirty and forty years ago. But in the great majority of instances failure to carry on a consistent and continuous advertising program was responsible. The point I am trying to make is that MAINTAINING ON A REPUTATION IS SIMPLY IMPOSSIBLE—no matter how widespread that reputation may be.

And this applies to local business firms as much as it applies to national advertisers. "Out of sight, out of mind" is as true of business firms as it is of individuals. I do not know the entire history of all the leaders of thirty and forty years ago who have lost their standing and position as a result of curtailed advertising effort. But I do know the story of one.

This one—a nationally advertised cigarette—was close to the top when the World War began. In fact, in my opinion, it was the most famous cigarette in America.

Yet for some reason it "coasted" in an advertising sense during the war years.

As a result other cigarettes—better advertised and better promoted—quickly passed it in sales. In fact, so many became better known that I was under the impression the pre-war favorite was no longer manufactured. So the other day, just to check up, I went into a leading cigar store and asked for it by name.

At first the clerk scratched his head. Then he got a portable ladder and climbed up to a cupboard above the regular shelves. Finally he produced ONE carton. "We don't order many of these," he said, apologetically, "because we seldom have any call for them."

"Yet," I said, "twenty-five years ago they were close to the top in popularity and sales."

"Oh, yes," he said, "so my older brother told me—he was in the A.E.F. But the war changed all that, I guess."

Yes, the war changed all that. The war—and CURTAILED advertising.

Let us hope that as our defense program gets underway, business houses will not again make the mistake that many made in 1917 and 1918.

If they want to KEEP THEIR BUSINESS they'll have to KEEP ON ADVERTISING.

There is no other way.

Jewett E. Ricker

"PROUD MOTHERS" HAS GOT WHAT IT TAKES

DEAR ERNIE AND RIE:

I've just been checking up sales in REVIEW and I want to ask a question about one of the pictures in our great 1942 line. Unless I'm dumb, that picture is a "HONEY" and I've proven to my own satisfaction that it is a WINNER.

This picture, "PROUD MOTHERS" brought me more than \$1,000 worth of business in the first two weeks of the current selling season—in fact one of my \$1,000 weeks was made up mostly of that one subject. Maybe it's because I love horses, but I've sold it EVERY TIME I'VE SHOWN IT and I defy any one of my fellow salesmen to show that picture five times (with a good story) and not sell it. I suppose every salesman prefers to use his own story, but here's the "gist" of mine which all are free to use, because it's the truth.

**"GOD CREATED ALL OTHER ANIMALS, THEN GAVE
HIS BEST TO THE HORSE."**

Tell the boys to make up their story along that line and tell it to the first red-blooded prospect they contact, then write to REVIEW and let us know the result. This picture has got what it takes to win sales battles, and if my little story helps some fellow salesman to sell it, I'll be more than happy.

LARRY MOSS.

"AMERICA — LOVE IT OR LEAVE IT"

DEAR MR CADE:

In my various contacts with Legion homes, I ran across a piece of copy on the enclosed order for Harry Banke of Buchanan, Mich., and it just seems to strike a note that I think will result in many an order and I think if passed on to the rest of the boys it will mean plenty of plus business.

If you like it please see that it is set up nicely—displaying the word AMERICA—LOVE IT—OR LEAVE IT and making the sponsors name secondary.

Let me know what you think of it.

Yours truly,

J. E. GILROY.

THOSE "AL BASKIN POST CARDS"

Almost every day, we get convention echoes in the form of requests for the copy used by Al Baskin on "Thank You" post cards.

The copy is very simple—a message of appreciation, sent to a retail customer two or three days after he has visited Al Baskin's swanky haberdashery in Joliet.

For several years, Mr. Baskin has used our floral post cards with excellent results. He has used several different paragraphs of copy, written for him by our copy staff. Here are the two most recent "Thank You" messages:

Thank You!

We send you this "bouquet" to show our appreciation of your recent purchase.

You are welcome here at all times—you needn't feel obligated to make a purchase—just look over our displays and keep posted on fashions for men.

AL BASKIN

112-14 N. CHICAGO ST.

Thanks for your

recent purchase!

We enjoyed serving

you, and we invite

you to come in again.

AL BASKIN

The two pieces of copy above are set in the type used on the Al Baskin order. The copy at left was printed on the address side of "Friendly Flowers" post cards, used a year or so ago. The copy at right is now being used on "Poems Without Words" post cards, printed on the picture side.

Every retailer can use "Thank You" post cards to good advantage, to show his customers that he truly appreciates every purchase. Sell an order this week. One thousand floral post cards, same ad on all, assorted subjects—\$18.40. Good buy!

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**"GOD CREATED ALL OTHER ANIMALS, THEN GAVE
HIS BEST TO THE HORSE."**

Tell the boys to make up their story along that line and tell it to the first red-blooded prospect they contact, then write to REVIEW and let us know the result. This picture has got what it takes to win sales battles, and if my little story helps some fellow salesman to sell it, I'll be more than happy.

LARRY MOSS.

"AMERICA — LOVE IT OR LEAVE IT"

DEAR MR CADE:

In my various contacts with Legion homes, I ran across a piece of copy on the enclosed order for Harry Banke of Buchanan, Mich., and it just seems to strike a note that I think will result in many an order and I think if passed on to the rest of the boys it will mean plenty of plus business.

If you like it please see that it is set up nicely—displaying the word AMERICA—LOVE IT—OR LEAVE IT and making the sponsors name secondary.

Let me know what you think of it.

Yours truly,

J. E. GILROY.

THOSE "AL BASKIN POST CARDS"

Almost every day, we get convention echoes in the form of requests for the copy used by Al Baskin on "Thank You" post cards.

The copy is very simple—a message of appreciation, sent to a retail customer two or three days after he has visited Al Baskin's swanky haberdashery in Joliet.

For several years, Mr. Baskin has used our floral post cards with excellent results. He has used several different paragraphs of copy, written for him by our copy staff. Here are the two most recent "Thank You" messages:

Thank You!

We send you this "bouquet" to show our appreciation of your recent purchase.

You are welcome here at all times—you needn't feel obligated to make a purchase—just look over our displays and keep posted on fashions for men.

AL BASKIN

112-14 N. CHICAGO ST.

Thanks for your

recent purchase!

We enjoyed serving

you, and we invite

you to come in again.

AL BASKIN

The two pieces of copy above are set in the type used on the Al Baskin order. The copy at left was printed on the address side of "Friendly Flowers" post cards, used a year or so ago. The copy at right is now being used on "Poems Without Words" post cards, printed on the picture side.

Every retailer can use "Thank You" post cards to good advantage, to show his customers that he truly appreciates every purchase. Sell an order this week. One thousand floral post cards, same ad on all, assorted subjects—\$18.40. Good buy!

ONE PICTURE THAT IS WORTH TEN BILLION WORDS

Every Gerlach-Barklow salesman has read in the current issue of the G-B Year Book the story of Porter Loring, a funeral director of San Antonio, and his great patriotic campaign in connection with his widespread distribution of "Their Priceless Heritage."

Our Mr. John L. Smith, who planned the Porter Loring campaign, called back on Mr. Loring with his new patriotic subject, "The Spirit of America." Mr. Smith states that he didn't have to do any selling—merely outlined the distribution plan and the customer placed his initial order which calls for 200 R-4 billboards and 500 art mounts BUT—Mr. Loring wasn't willing to wait till 1942 to distribute these posters—he wanted to strike while the iron is hot and to get all possible benefit from this great subject, so as soon as Mr. Smith had outlined his distribution plan, Mr. Loring said, "Let them come right along, as I want them without calendar pads for immediate distribution."

So Mr. Smith followed the customer's instructions and we followed his, and the distribution has already been made and return cards and letters are already pouring in at Mr. Loring's office.

But read John L. Smith's letter for yourself and watch out during the next two or three weeks for more details and a fine increase on this \$250 initial order.

HERE'S MR. SMITH'S LETTER

DEAR MR. BARKLOW:

While I am not able to send you all the cards, letters, etc., Mr. Loring has received in the last day or so in response to the distribution of the "Spirit of America," I will endeavor to do so within the next few days. This letter will be just a preliminary sketch, more or less, of what has been done.

When I presented the above subject to Mr. Loring, he was so enthused over the results of "Their Priceless Heritage" campaign, and of the value of our present picture, that "selling" him was not in line. He merely asked what plan of distribution I had in mind. My plan was that we distribute the AM posters to the offices and business trade in general and that we have 200 of the large R4 to place on the bulletin boards of factories, warehouses, etc., in San Antonio. As I explained

to Mr. Loring, I felt that every man or woman, no matter their age or for whom they worked, would be blessed with a thrill and an inspiration to do better work every time they saw that picture of the "Spirit of America." He agreed, and the order was sent in to you.

My little part comes in here. I felt a certain pride and satisfaction that perhaps I, as an individual, may be doing a bit of good along with such a splendid program of Americanism as the picture portrays, by helping Mr. Loring place it in the very places that I had suggested. In the first place, I had a little job in the last war and at the present time my boy is in the U. S. Navy, so you may realize that I got a big kick out of this.

However, what I wish to convey is this fact: factories, warehouses, manufacturers and every business man with a number of employees is VITALLY interested in keeping his employees in a frame of mind that will tend to make them give their best and unselfish efforts in our present crisis. I have presented our campaign, in the last day or so, to the largest manufacturers, etc., in San Antonio, and I have had responses that make my heart tingle with the understanding that "Spirit of America" will live forever.

Further explanation from me is more or less out of line, as the responses that Mr. Loring has received, and which I shall send you within the next day or so, will bear all the proof necessary. I may just add up in saying this: If some of us older fellows on the sales force wish we were just a bit younger in order to do a bit of physical work for Uncle Sam—just live with that thought—then go out and get a sponsor for "Spirit of America"—in the R4 size—and have it placed in every warehouse, factory, etc., you possibly can. That picture is worth not ten thousand, but ten billion, words in these days and times and I can assure any one that your sponsor will be handsomely repaid and that he, you, your company, and the American people in general will say you have done your part. If you do not believe the power in this picture will bring out all these things I have mentioned, read the responses from plants where the picture has been placed.

Perhaps I have "waxed" a bit too enthusiastically, but my experience tends to give me courage and faith in all that our glorious picture stands for.

Sincerely,

JOHN L. SMITH.

LET WORRY "WALK THE PLANK"

[Copyright: 1941: By the Chicago Tribune.]

If some good fairy should come along and grant the power to cure one single disease—perhaps most of us would choose the ability to destroy cancer; to wipe it from the face of the earth. On second thought, I am not sure but that I would choose mastery over worry, because I am convinced that with the mind at ease, with thoughts substantially at peace—all our vital organs would function far more efficiently.

While we can look upon this tendency as due to disposition, fundamentally it is a child of fear. No matter how intelligent the individual may be—if the habit of crossing bridges before they are even approached is deeply rooted—he cannot fail to fret and thus upset not only his own digestive tract, but the complacency of those about him.

—o—

The one who goes about in "fear and trembling" is utterly unable to think logically or from cause to effect. Molehills will be magnified to mountains and roadside ditches will deepen into Grand Canyons. One's sense of proportion becomes so distorted that reason and judgment are blotted out of existence. Like an uncultivated field of corn, the weeds destroy the crop.

The chances are that the state of mind has more to do with the condition of our blood vessels than many of us realize. We can't fuss about the failures of yesterday or the problems of tomorrow and next year constantly without placing more strain upon the arteries than they can well withstand. The firm contraction of capillaries increases the labor of the heart, and these loads add degeneration of certain structures to a bad mental frame of mind. In other words, we create our own poison factories. It has been well said that worry is about as deadly as the ab-

sorption of a dangerous dose of arsenic.

Of course, every normal individual has a right to exhibit some concern about the future—his children, his business, and his government. But he does this sensibly, or at least he tries to. After he has given to each his best concern, he will not proceed to destroy health by lying awake all night long—a victim of despair. In other words, he will endeavor to remain mentally alert, prepared for what may come.

To be dissatisfied with one's present status is not apprehension. This is a natural situation—if conditions are within our control. But when the wind is blowing a hundred miles an hour gale, or should the sky be overcast—no protest is in order. Why waste the effort? Great inventions are born because progress is the order of the day—the product of reasoning and insight.

The main objective is not to allow anxiety to master reason. Things which are beyond our comprehension—we may as well accept. The all to be desired situation is to have our feelings so regulated that we can use foresight wisely. Circular thoughts never arrive. They start but they return to the same point. Racing around the block is not journeying forward to the accomplishment of a worthy object.

—o—

But, you say, what can I do? I can't help it. We can all be unwilling to waste our mental powers. In fact, we have a right to be thrifty and saving when it comes to thoughts. The answer, then, is careful spending. Let us be niggardly with time.

If we will use as much energy preparing against disaster as we expend in anticipating trouble—all will be well.

RUDY SAYS "IT'S LOTS OF FUN"

MY DEAR ERNEST:

My "Americanized Propaganda" programme for South Carolina is on in full force starting this week. Progress so far as follows:

Town of Greenwood—two banks in the town—one of them bought 400 "Spirit of America" in the R-9 size for all school rooms only in the county and city system, \$141.60—the other bank bought 150 R6A "Freedom for All" only for the city school rooms, \$131.25.

Town of Chester—a \$200 campaign "Spirit of America" in R-4's and AM'S with exclusive only for homes and business locations in Chester proper, the school room distribution campaign being reserved for another sponsor to come in a couple of weeks.

Town of Greenville—350 R-6 "All-Americans" in tubes, total \$262.48 sold to the Elk's Club for exclusive distribution, one to each principal's room in each school both county and city only, these with 1941 pads for immediate delivery. In this same town, I will get within the next couple of weeks, renewal contracts as follows: \$250 worth of R-4'S and AM's "Spirit of America" for business locations and home distribution only, also another contract (renewal) for 1500 R-9's "Spirit of America" for school room distribution only, amount \$495; grand total for Greenville, \$1,007.48, and every one satisfied with the exclusive distribution I am giving them. Ask "Mac" how's that for a complete "Americanized Propaganda" campaign in one town of 28,000 population, (largest city in my territory), and I still carry as an ace-in-the-hole, "Freedom for All," unsold in this town to date.

Boy, oh boy, oh boy, oh boy—what ammunition to stage an offensive drive against all competition!

Well, you'll be hearing from me further along these lines next week, as I intend to have so much Americanized Propaganda hanging in South Carolina that the fifth columnists and foreign propaganda artists won't be able to find enough space to hang even one "Little Jimbo."

Cordially,

"RUDY" MADDOX.

P.S.—Yes, I've got a cold too; am holding it to a minimum by wearing my red flannels, taking lots of Alka-Seltzer, Aspirin (Bayers) and citrus fruits and juices. I, too, find lots of prospects out on the sick list but when I do I just add another prospect to my daily call list to take up the slack and it's lot's of fun and a wonderful business we're in, eh, Mac?

Is a Customer Worth a Cup of Coffee?

If you were the head of a business—**ANY KIND OF BUSINESS**—would you hesitate to buy a cup of coffee, or a glass of beer, for a customer—**ANY KIND OF CUSTOMER**?

You would not, of course.

Yet do you think for a moment that a cup of coffee or a glass of beer would create as much good will as a Calendar Greeting or an Etching Greeting? You know it wouldn't.

A few years ago I knew a salesman who was rather free in buying drinks and handing out cigars to his customers. I asked him how much he spent for this sort of thing in the course of a year.

"I really don't know," he answered.

"Well, if you don't mind, let's figure it out."

He agreed to do so.

He got out of his pocket a little book giving a list of his customers. Then he did some figuring. He jotted down the number of times he called on each customer, and the approximate number of times he bought drinks or gave away cigars.

When he got all through, he let out what sounded like an Indian war whoop.

"Holy Moses," he said, "what do you think it comes to?"

I refused to guess.

"Well," he said, "at a very minimum I spend \$22 on each customer on my list. I wouldn't have believed it!"

Of course this salesman does a large volume of business—and can well afford to spend \$22 per customer on gratuities.

But—here's the funny thing about it.

For years he had refused to send out Holiday Greetings because of the "expense." However, after he had done this bit of figuring, he changed his policy—and has been sending out a Holiday Greeting every year since!

There are thousands and thousands of business men in this country who spend many dollars per customer per year on dinners, theater tickets, drinks, cigars and other things of this sort who might a whole lot better save a large part of this expense by using Greeting Cards—particularly Greeting Calendars or Etching Greetings.

As a matter of fact a great many men dislike to accept such things as drinks and cigars—particularly from persons who are under business obligations to them. They sometimes feel that gifts and entertainment of this nature savor of a "bribe." You know, and I know, some business houses that will not permit their officers or employees to accept gifts of any kind.

But you never in your life heard of any business man who resented being sent a Holiday Greeting. Neither have you heard of any rule that barred a good will offering of this kind. A Holiday Greeting is **ALWAYS IN PERFECT TASTE**. Nobody can take any exception to it. For this very reason, if for no other, the Holiday Greeting is the highest and finest type of medium

that can be used as an expression of appreciation.

I have never been able to understand how any firm could ignore the importance of sending out a Holiday Greeting. To me, such an expenditure is a **FIXED EXPENSE**—as important as rent or clerk hire. And, in saying this, I am not stretching the point one bit.

It costs all the way from 50 cents to \$50 to put a customer's name on the books. Sometimes it costs even more. The national average, it has been estimated, is \$6.20 for obtaining the first order of a customer, exclusive of the "jitney" businesses. This initial cost includes advertising and sales expense, plus a proportionate share of the general overhead. **IT DOES NOT TAKE INTO ACCOUNT THAT IMPORTANT, BUT INTANGIBLE ASSET KNOWN AS "GOOD WILL."**

Now, if it costs \$6.20 to obtain the first order of a customer, don't you think it is worth 1% of that amount to **INSURE** the continuance of that customer's business? Wouldn't you be willing, for instance, to treat that customer to a cup of coffee or a glass of beer or a cigar if—in so doing—you felt that you could **NAIL DOWN** his business? You would, without a doubt.

The cost of Holiday Greetings should be considered "insurance" expense and should be bracketed with the amount paid out in annual premiums for fire, burglary, hold-up, plate glass and similar types of insurance. For Holiday Greetings are with-

out a doubt **GOOD WILL INSURANCE**—and should be regarded as such.

In fact, when you get right down to it, Holiday Greetings offer you the most important insurance you can buy. It is possible to rebuild a factory or store that has been destroyed by fire or windstorm or flood. Thousands **ARE** rebuilt every year. It is possible to replenish stocks of goods that have been destroyed, damaged or stolen. Indeed, there is no physical asset of a business that cannot be replaced. But once you lose the **GOOD WILL** of a business, that business is **GONE**. No insurance in the world can help you bring it back to life.

* * *

Now is the time to make sure that every business house in your territory is supplied with Holiday Greeting Good Will Insurance. You have, among your samples, the best **GOOD WILL INSURANCE** "policies" ever devised.

There is not a factory, there is not a store, there is not a service business, there is not an office in **YOUR ENTIRE TERRITORY** that is **NOT** a prospect for a Holiday Greeting Calendar, an Etching Greeting or some other type of Holiday Greeting that you carry.

But, if you are to make the most of your opportunities, it is necessary for you to pound the pavements and ring doorbells.



AND NOW -- GINGERBREAD

And not just the ordinary gingerbread either, but the kind anyone may well be proud to serve as dessert to guests.

I can't remember when cold weather didn't mean gingerbread in our home, and of course, gingerbread meant molasses. And maybe you think it wasn't a slow process to get a cup of molasses measured out for that gingerbread!

So, when I saw that recipe for MAPLE GINGERBREAD in Better Homes-Better Gardens, S257 series, under the caption "Some Interesting and Tasty Foods in the Bread Class," it appealed to me because I knew that in January maple syrup would pour faster than molasses.

But after all, it's results that count—and count they did. It was hard to believe that such a dainty, light, fluffy and tasty creation could be the result of so little work—and could really be gingerbread. It was gingerbread all right, but not the common, ordinary kind—it was the "something different."

The only thing I can say against it is that it didn't last very long.

Another one from the same page next week.

ELIZABETH BALL.



I'M ROOTING FOR
CUNNINGHAM CLEANERS & LAUNDRY

Phone 31 — Winfield, Louisiana

1941	JANUARY						1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31	-	

*WHEN the wind is blowing a
hundred-mile-an-hour gale, or
should the sky be overcast -- no
PROTEST is in order.*

WHY WASTE THE EFFORT?